

A different kind of learning for a different kind of business

The Co-operative Federation of Victoria's partnership with the UK Co-operative College, together with the College's accreditation of CFV director Graeme Charles, brings their proven Co-operative Identity program within the reach of more co-operatives.

The Co-operative Identity program is the key that allows co-operatives integrate co-op values and principles with their business goals and practices. It gives directors and managers the chance to examine the operating environment of their co-operative, and to explore in depth how their co-operative works and how well it meets its co-operative aims and objectives.

The Co-operative Identity program has already been successfully undertaken by two of Australia's biggest co-operatives, Murray Goulburn Co-operative Company and Capricorn Society. The Co-operative College accreditation of Graeme Charles now brings the Identity program within the reach of all co-operatives, irrespective of their size.

Do you understand:

- Why your co-operative is a co-operative?
- How well your co-operative is working within its operating environment?
- How well your co-operative is meeting its co-operative aims and objectives?
- How your co-operative can use its values and principles to create business opportunities and to prosper and grow?
- How your co-operative puts its co-operative values into practice?
- Whether your co-operative is overlooking opportunities because it lacks understanding of the different nature of a successful co-operative business?

To find out more about the Co-operative Identity program, contact:

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Graeme Charles's career has spanned secondary teaching, accounting and adult education. He has been closely involved with the co-operative sector for nearly 20 years, and is a former Executive Officer of the Co-operative Federation of Victoria. Graeme wrote *The Co-operative Start Up Manual: the essential field guide for starting co-operatives in Victoria* and is a regular contributor of articles covering a range of co-operative matters. He has worked alongside the Co-operative College in recent years and is now their only accredited trainer resident in Australia.

"The expectations of the workshop focused on being able to develop and share a common understanding of how co-operative principles can be applied whilst still generating commercial outcomes to a mutual advantage. Our expectations were well and truly met – so much so that we rolled out the program to our middle management, field teams and our frontline staff."

Trent Bartlett CEO Capricorn Society Ltd.

